

College of Business Administration Marketing

Overview

What do Hallmark Cards, ConocoPhillips, Sherwin-Williams and Wal-Mart have in common? They all try to sell services and products to you, the consumer, through marketing. Marketing is the exchange that takes place between consumers and sellers to satisfy individual and organizational goals.

Successful marketing is customer-driven. It addresses customer needs and desires, then seeks to satisfy consumers with quality goods and services. It involves having the right product, at the right price, at the right place, at the right time.

Successful marketing is a major reason why Ferguson can make a profit, and it is also the reason Hormel Foods Corp. is a “superstar company” instead of just another food distribution firm. Companies must now globally monitor changes in customers and competition, while evaluating emerging legal, technological, social and economic opportunities.

Marketing is at the core of overall strategy for manufacturers, service companies, sports marketing, retailers and nonprofit institutions. It is the main source of information about markets and customers and helps a company attain a global competitive advantage.

Professional options Careers

Kansas State University marketing graduates have a strong placement record. The Department of Marketing Advisory Council is made up of 30 major firms that provide student employment and paid summer internships. Recent graduates have been employed in various locations and marketing positions with starting annual salaries averaging \$35,000 with a high of \$50,000.

Points of pride

Kansas State University's College of Business Administration has been ranked the top business program in Kansas by Bloomberg Businessweek magazine.

A degree in marketing gives your career a potential for growth not found in many other areas. Versatile marketing graduates qualify as candidates for general management programs in a variety of business segments.

The marketing curriculum provides a strong background for a variety of challenging careers. We maintain close relationships with firms from many industries.

Employers

- **Professional selling and sales management:** Most sales positions involve transactions where professional salespeople call on purchasing managers employed by manufacturers, wholesalers, retailers, government and other institutions. Many companies pay bonuses for successful selling.
- **Advertising:** There are four major types of advertising jobs, including client planning and coordination, media selection, research to supply data to carry out functions, and creative development and execution of individual advertisements by writers and artists. Most jobs in advertising can be filled by marketing majors.
- **Research:** Companies increasingly demand marketing research. Various areas of marketing research include market analysis, site location, consumer research, advertising research, operations research, and sales analysis and forecasting for industrial firms.
- **Retailing:** This is a dynamic field offering a variety of positions in retail management, including sales representatives, buyers and store managers. The number and diversity of retail establishments allow many opportunities for entry into an exciting career. Customer relations is also growing as a career option in retailing.
- **Brand management:** Product or brand managers serve as marketing specialists for one or more brands or groups of products. Careful planning of all activities influences the success of a brand. These include advertising, sales promotion, packaging, new product development, pricing and distribution.

- **Distribution:** Jobs in physical distribution emphasize details and daily operations more than other areas in marketing. Traffic managers in physical distribution ensure that the right products are at the right place at the right time while maintaining control over costs. This means balancing costs and goals in such areas as warehousing, transportation, inventory management and customer service.

Job experience

College of Business Administration students are sought after by large firms to intern during the summer. These internships are most often paid. More than 90 percent of students from the college find relevant jobs or choose continue their education within three months after graduation.

Several events through the year help students hone their marketing and selling skills, including K-State Sales Week held during the spring semester.

Academics Accreditation

The College of Business Administration is among an elite 10 percent of the approximately 1,680 business schools and colleges in the nation to hold accreditation by the Association to Advance Collegiate Schools of Business for all business and accounting programs.

Faculty

Our highly qualified faculty members are dedicated to providing an outstanding educational experience for students. The talented marketing faculty have won many outstanding teaching awards, and they are well-known researchers.

Advising

All business students are assigned to one of six academic advisors who will guide them through their college careers.

Executive mentors

A new program of the college pairs students with highly successful mentors. The professional relationship starts in the beginning of the student's career and is expected to last through graduation and beyond.

Financial assistance

Scholarships

The college awards scholarships to first-year, transfer and continuing education students. In addition, the college also offers business-specific scholarships to be used for study-abroad programs.

Suggested course work

Students entering the College of Business Administration for the first time enroll in the Business Administration Pre-Professions Program, or BAPP. Students with previous academic work either at K-State or elsewhere requesting transfer to the College of Business Administration must have a 2.5 or higher GPA to enroll in the BAPP curriculum.

Students remain in the BAPP until they meet the requirements for admission to their chosen business major and complete an application to degree plan. Students who do not meet the admission criteria for their chosen major by 60 credit hours (with at least 15 K-State graded hours) will be dismissed from the College of Business Administration.

Applicants in marketing must have a minimum cumulative GPA of 2.5 and have completed at least 45 credit hours (12 of which must be K-State graded hours) to be considered for admission.

The business curriculum is designed to provide both breadth and depth throughout the student's educational experience. Students will begin taking business courses during the freshman year, along with foundation courses like written and oral communication, math and economics, and general education courses that encourage personal growth in areas such as cultural development and understanding the natural and physical world.

Most students will take at least one course in each of the core areas of business (accounting, finance, management and marketing) before pursuing the required major field courses in the marketing major.

To encourage academic diversity later in the student's career, all business students will be required to complete a 9-credit hour thematic sequence in an area of professional and/in organizations, economics, agriculture, law, gerontology and geography, among many others. Students who pursue a minor or second major outside the College of Business Administration may use this course work to complete their thematic sequence requirement.

BAPP requirements

Hrs.	Courses
3	English 100 Expository Writing I
3	English 200 Expository Writing II
3	ENGL 417 Written Communication for the Workplace
3	MATH 100 College Algebra
3	MATH 205 General Calculus and Linear Algebra
3	STAT 350 Business and Economics Statistics I
3	STAT 351 Business and Economic Statistics II
3	ECON 110 Macroeconomics
3	ECON 120 Microeconomics
16	Nonbusiness courses. Students must complete at least one course in each of the following categories: aesthetic experience and interpretive understanding, global perspectives, human diversity in the U.S., natural and physical sciences with lab, and non business elective (chosen from any K-State 8 category).
9	Thematic sequence

Business core courses

Hrs.	Courses
3	ACCTG 231 Accounting for Business Operations
3	ACCTG 241 Accounting for Investing and Financing
3	FINAN 450 Principles of Finance
3	GENBA 110 Business Foundations
0	GENBA 166 Business Information Technology Skills Proficiency
3	MANGT 366 Information Technology for Business
3	MANGT 420 Management Concepts
3	MANGT 421 Introduction to Operations Management
3	MANGT 595 Business Strategy
3	MANGT 596 Business Government Society
3	MKTG 400 Marketing

Major courses

Hrs.	Courses
3	MKTG 450 Consumer Behavior
3	MKTG 542 Professional Selling
3	MKTG 544 International Marketing
3	MKTG 642 Marketing Research
3	MKTG 690 Marketing Management

Plus 9 credit hours from:

Hrs.	Courses
3	MKTG 541 Retailing
3	MKTG 543 Integrated Marketing Communications
3	MKTG 545 Marketing Channels
3	MKTG 546 Services Marketing
3	MKTG 547 International Business
3	MKTG 550 Business Marketing
3	MKTG 560 Sales Management
3	MKTG 570 Advanced Selling
3	MKTG 630 Sports Marketing
3	MKTG 635 Electronic Marketing

Economics electives

Hrs.	Courses
6	Economics electives

Unrestricted electives

Hrs.	Courses
12	Unrestricted electives

For more information about marketing, contact:

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For more information about Kansas State University, contact:

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119 Anderson Hall
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785-532-6250
Email: k-state@k-state.edu
www.k-state.edu/admissions

KANSAS STATE UNIVERSITY

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